

## **REMARKS**

Careful consideration has been given to the Official Action of January 10, 2008, and reconsideration of the application as amended is respectfully requested.

Claims 1-11 stand rejected under 35 USC 102(b) as being allegedly anticipated by Edelstein (US 5,764,906A).

To distinguish more clearly over Edelstein, claims 1 and 8 have been amended as will be explained later.

Claim 9 has been canceled.

Claims 1-8 and 10-11 have also been amended to be in better form for allowance.

New claims 12-15 have been added and support for these claims can be found, for example, in the exemplary resource queries discussed in the specification and Fig. 3.

The claimed invention is directed to solving the problem stated on page 12, line 5 of the description. Namely “The problem is that with today’s unique network addresses [C1-C5], relatively extreme demands are made on the address competence of the user, to obtain such immediate and direct delivery of an intended resource.” To this end, the claimed invention provides at least one dynamic layers for communication and handling as shown in Fig. 2 and discussed with reference thereto, which enables the user to locate the intended

resource using a language that contains elements carrying a meaning about somebody or something by more than the absolutely necessary minimum for communication.

In contrast, while Edelstein is directed to a similar objective, it achieves the objective by a very different process and system. Specifically, Edelstein achieves the objective by providing a system for “aliasing” information resources with short mnemonic names (column 3, lines 55-60), and requires:

1. Resource Aliases and Nicknames which do not necessarily follow DNS name space standards. See, for example, column 9, lines 10-21 :”The client site shall allow a user to create any characters sequence and associate that sequence with a Resource Alias or Source Alias stored (cached) at his Client computer. This sequence is termed a Nickname... Thus, for example, a user may have cached the Resource Alias ‘General Motors/new car prices’ and chosen a Nickname ‘GM’ for this Resource Alias”.

2. A system in which a user must install special software on the client computer in order to maintain Nicknames and Resource Aliases locally. See, for example, Fig. 4 and the related description beginning on column 11, line 20.

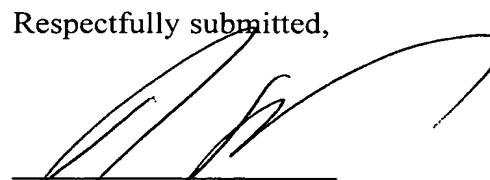
Consequently, Edelstein requires non-DNS namespaces, which requires non-DNS servers. Furthermore, Edelstein utilizes the right hand (slash separated) side of URL’s while the present invention utilizes the left hand (sub domain) side of standard DNS. Accordingly, Edelstein requires a Resource Alias such as “XYZ Alliance Company/four-slice toaster” (column 5, lines 3-6), in contrast with an exemplary resource query of the present invention

such as “products.from.bonzzo.com” in which the preposition “from” is a sub domain handled in a standard web-server like Apache or IIS, on the server side rather than client side. This obviates the need for Edelstein’s client side software. Similar arguments also apply to other name spaces, such as SMS or WAP channels. See also pages 19-20 where the “server side” features of the present invention are discussed.

Accordingly, to distinguish more clearly over Edelstein, the claimed invention now recites that the resource query is in a language that contains elements carrying a meaning about somebody or something by more than the absolutely necessary minimum for communication. Support for this can be found at, for example, page 5, lines 21-27. The claimed invention also recites that the at least one layer for dynamic communication is implemented solely on the server side. These features are clearly distinguished over Edelstein as discussed above.

In view of the above action and comments, it is respectfully submitted that the application is in condition for allowance and early notice thereof is earnestly solicited.

Respectfully submitted,



JOHN RICHARDS  
c/o Ladas & Parry LLP  
26 West 61<sup>st</sup> Street  
New York, New York 10023  
Reg. No.31,053  
Tel. No. (212) 708-1915